

ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN
INTERACTIVE TELEVISION SYSTEM

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ABSTRACT OF THE DISCLOSURE

An aggregator is provided in connection with advertisement swapping.

The aggregator can be implemented in an interactive television system so as to

10 perform real-time aggregation of trigger information for advertisement swapping through cooperation with content providers or third-party entities. The aggregated information can then be made available to set top boxes and/or ancillary devices of subscribers. Advertisement swapping may be performed via use of the trigger information to perform channel switching to a channel that broadcasts substitute 15 advertisements or via use of the trigger information to retrieve substitute advertisements from a storage unit. The advertisement swapping may be performed by devices of opted-in subscribers, or by devices at a broadcast center. The advertisement swapping can also include replacement of original links in the advertisements with substitute links, so that the viewer can experience interactivity 20 and/or receive substitute interactive content associated with the substitute links.

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